



# COUNTY HALL

MATLOCK, DERBYSHIRE DE4 3AG



## Initial Market Engagement

Significant Redevelopment Opportunity in heart of Derbyshire Dales, UK.

Iconic Grade II Listed Building, originally built between 1853-1886 as Smedley's Hydropathic Establishment, overlooking the historic Derwent valley.

Site Area of 5.8 ha / 14.33 acres and 25,598 sqm / 275,535 sqft of GIA.

Property includes many period hotel features (restaurant, bar, lounge, meeting spaces) and the potential to house 200+ bedrooms.

Currently the headquarters of Derbyshire County Council.

Opportunity for hotel, conference, leisure, spa, office, community and residential uses.

# Introduction

Derbyshire County Council has instructed BNP Paribas Real Estate to undertake a market engagement exercise for its County Hall in Matlock. This is to inform the assessment of the future of the estate, to obtain feedback on the type and form of re-use and development that may be possible and to review potential delivery mechanisms.

There is no pre-determined use or delivery method - the market engagement is an opportunity for interested parties to put forward all potential ideas and preferences for the estate.

Interested parties are invited to complete the separate questionnaire after consideration of this document and the supporting technical documents available in the data room. Meetings with the

wider advisory team at BNP Paribas, Real Estate Works and HLM Architects are also welcomed.

The over-riding objective is to deliver the optimum outcome for the long-term use of the estate so that it contributes to the vitality of the town of Matlock and makes a significant ongoing contribution to the economy of the area. No options are discounted at this point with the council seeking a more sustainable, long-term solution for its needs on site.

You are requested to complete the questionnaire and return it to Harry Douglass, Guy Cooke or David Couch at BNPPRE by 21st July 2023.

Please contact us to discuss further or to arrange a meeting on site.





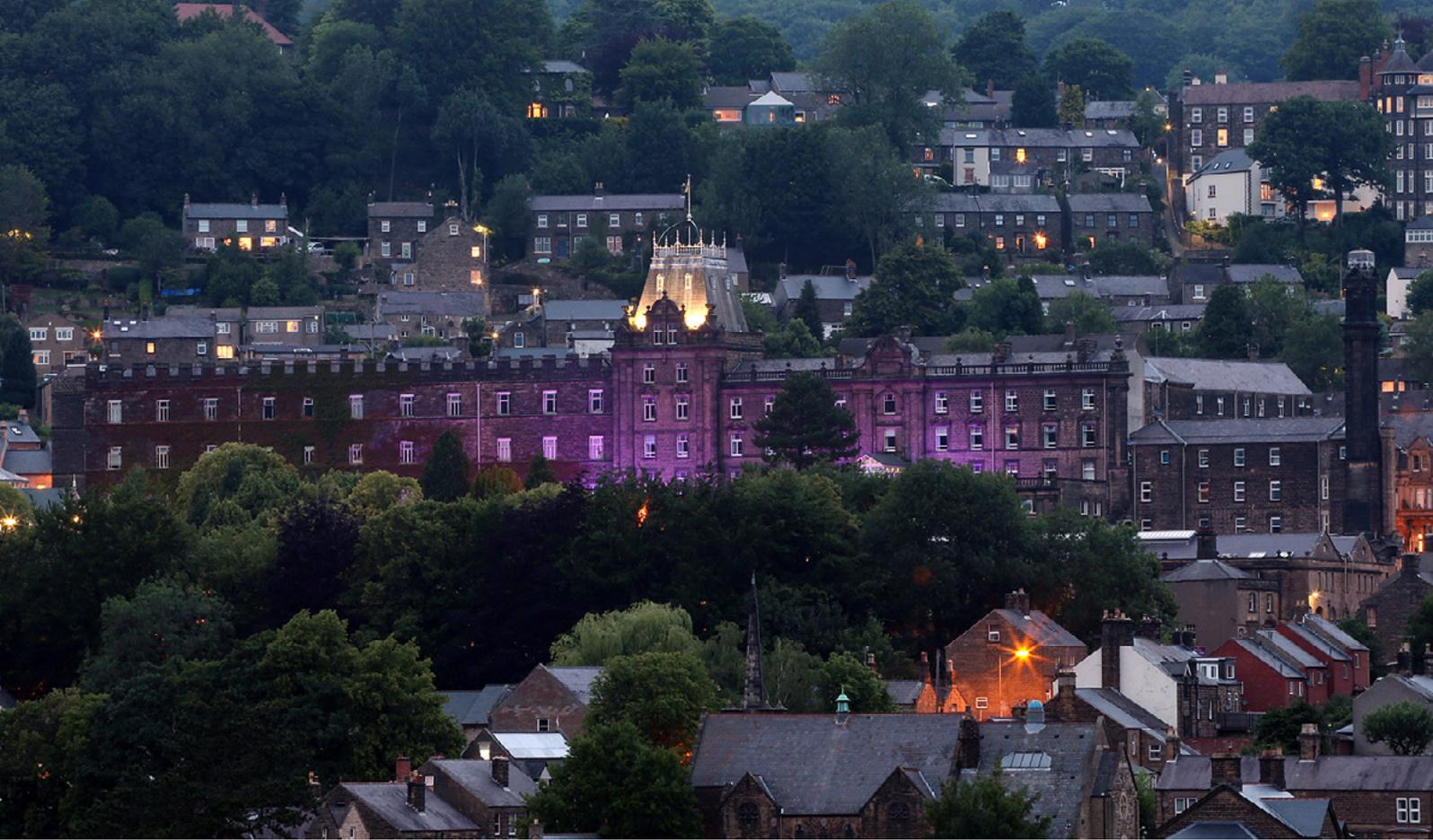
# Derbyshire County Council's vision for County Hall

Derbyshire County Council wishes to see the estate re-purposed to celebrate its unique heritage and history within the county town of Matlock located on the fringe of the Peak District National Park.

The council's vision sees a ramping up of the contribution the estate makes to the local economy 12 months of the year in a way that truly supports local businesses and the community.

As such, a rare opportunity exists to provide:

- Hotel, conferencing and associated facilities to attract short and long stay visitors, to support events, and cater for the business community across Derbyshire, the East Midlands and beyond
- Flexible office space in new and/or refurbished space on site for the council
- Additional office facilities to support, for example, local public sector partners and businesses
- Residential units to meet regional demand
- Co-working space and studios for the creative sector
- Employment and services for the local community



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## An economic powerhouse and generator of social value

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“We want to give County Hall a new lease of life that will capitalise on the special nature of the historic buildings and the uniqueness of Matlock being on the fringe of one of the UK’s most popular tourist attractions – the Peak District.

Our vision for County Hall involves transforming the current buildings, and the fabulous landscaped setting into a world class hotel and venue coupled with spaces for local businesses, new homes for local people, a revitalised Winter Garden, and opportunities for the community to hold events, meet formally, or simply just to convene.

Our long-standing commitment to the town will remain. Our vision for County Hall includes the council remaining on site in either a new, low energy building on a much smaller footprint, or a dedicated space within the existing buildings

that can be repurposed to meet current and future needs. Or potentially a combination of both options. The scale of the current County Hall estate allows many, mutually supportive uses to co-exist without compromise.

The County Council has occupied County Hall for almost 70 years. It is too large for our requirements, it restricts how we operate as a modern organisation internally and with partners and the community. The buildings also account for very significant carbon emissions.

Through this document, we want to share our vision for County Hall, and encourage partners in the form of operators in the hospitality sector, investors and developers across this and other sectors to respond with their views and aspirations. This is the start of a journey of collaboration and engagement to help shape the County Hall offer and ensure it is viable, deliverable and relevant to the town and beyond”

**Councillor Simon Spencer**  
Deputy Leader of Derbyshire County Council

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# “ A magnet for tourists and the wider leisure sector. ”

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“County Hall is an important building for Matlock and the wider area. It has stood looking down on the town for many many years.

A revitalised and regenerated County Hall celebrating its heritage will become a destination of choice for visitors to Matlock and our residents.

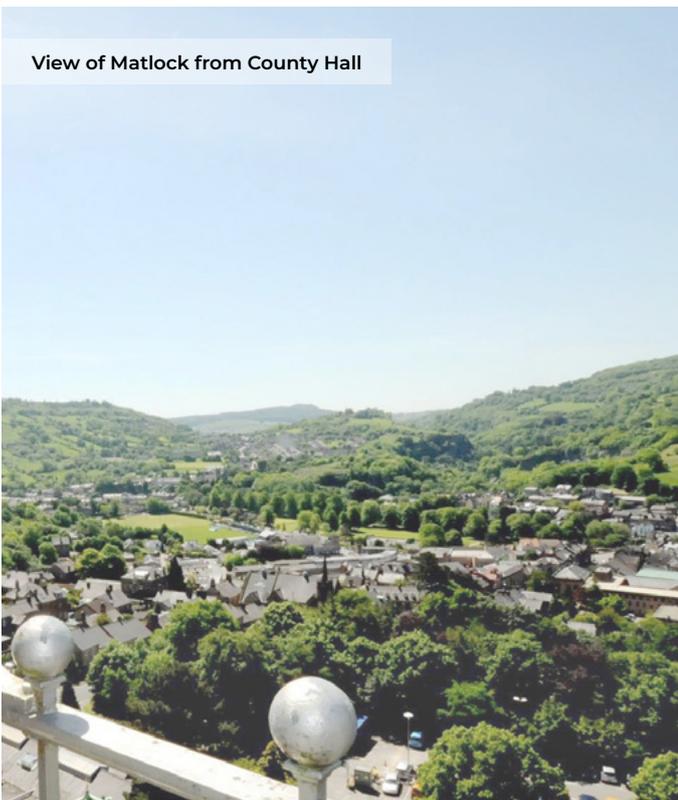
It will complement the diversity of local businesses and community facilities in the town centre, and help to sustain a circular economy that retains economic activity in the community.

We are sure that there are many businesses and developers who have the skills and knowledge to realise the full potential of this wonderful building, and bring it back to how it would have been when it was first a leading hotel.”

**Emma Alexander**  
Managing Director, Derbyshire County Council



Above Image credit: <https://www.hows.org.uk>



“Despite a UK-wide trend towards on-line retailing, Matlock remains a healthy, vibrant town centre with strong representation from independent retailers. In order to build upon this strength, the District Council is pursuing a number of opportunities to further strengthen the vitality of the town centre with increased focus upon culture/leisure provision and the night-time economy.

In recognition of the town’s appeal to both short and long stay visitors, and the significant impact they have on the economy, the current Local Plan specifically notes that the provision of new hotel accommodation will be supported in principle.”

**Paul Wilson**  
Chief Executive, Derbyshire Dales District Council



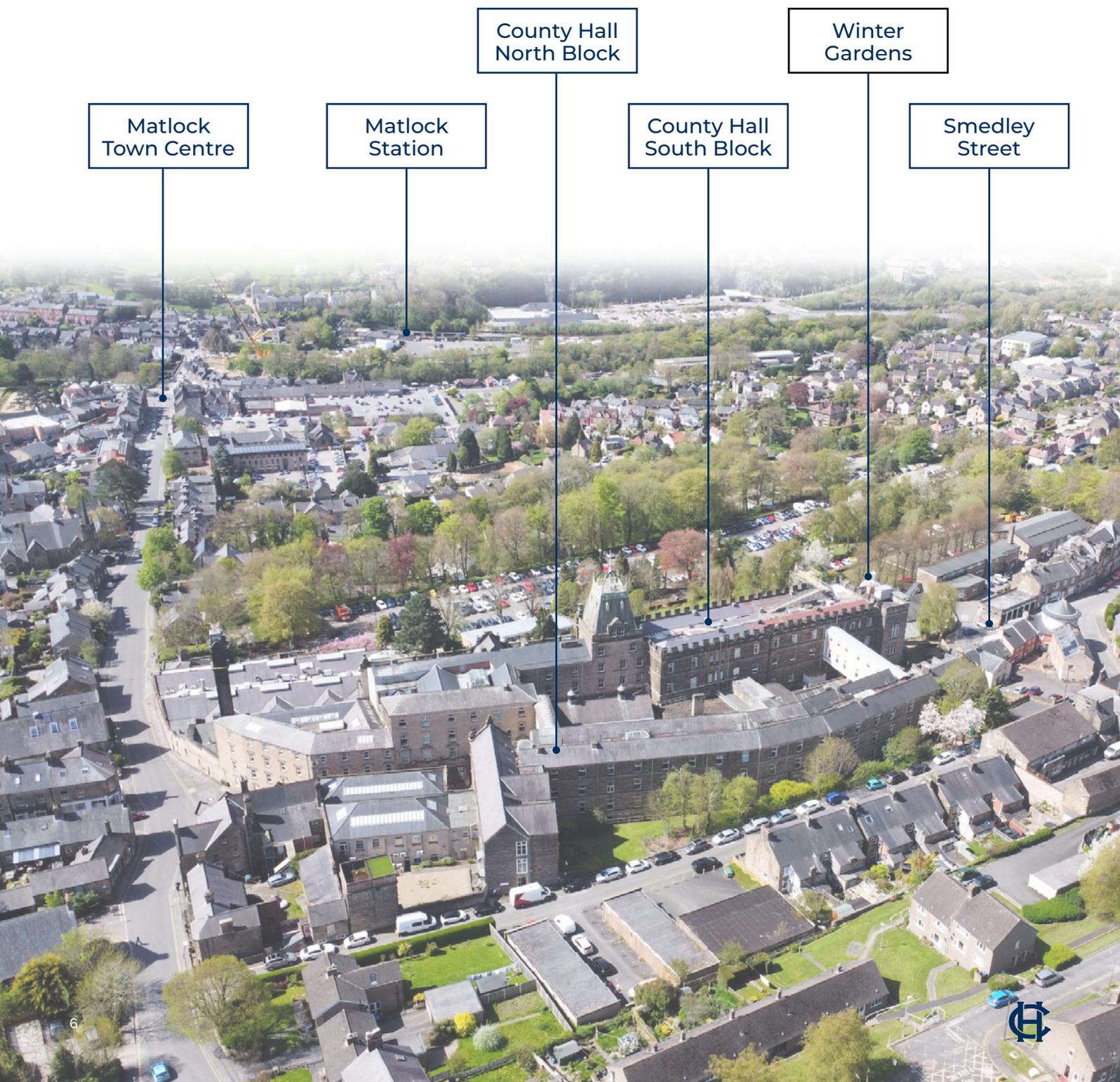
# Matlock

County Hall, Matlock is a prominent Victorian estate on a large, elevated site over-looking the attractive town set within an area of natural beauty adjacent to the Derwent Valley Mills UNESCO World Heritage Site

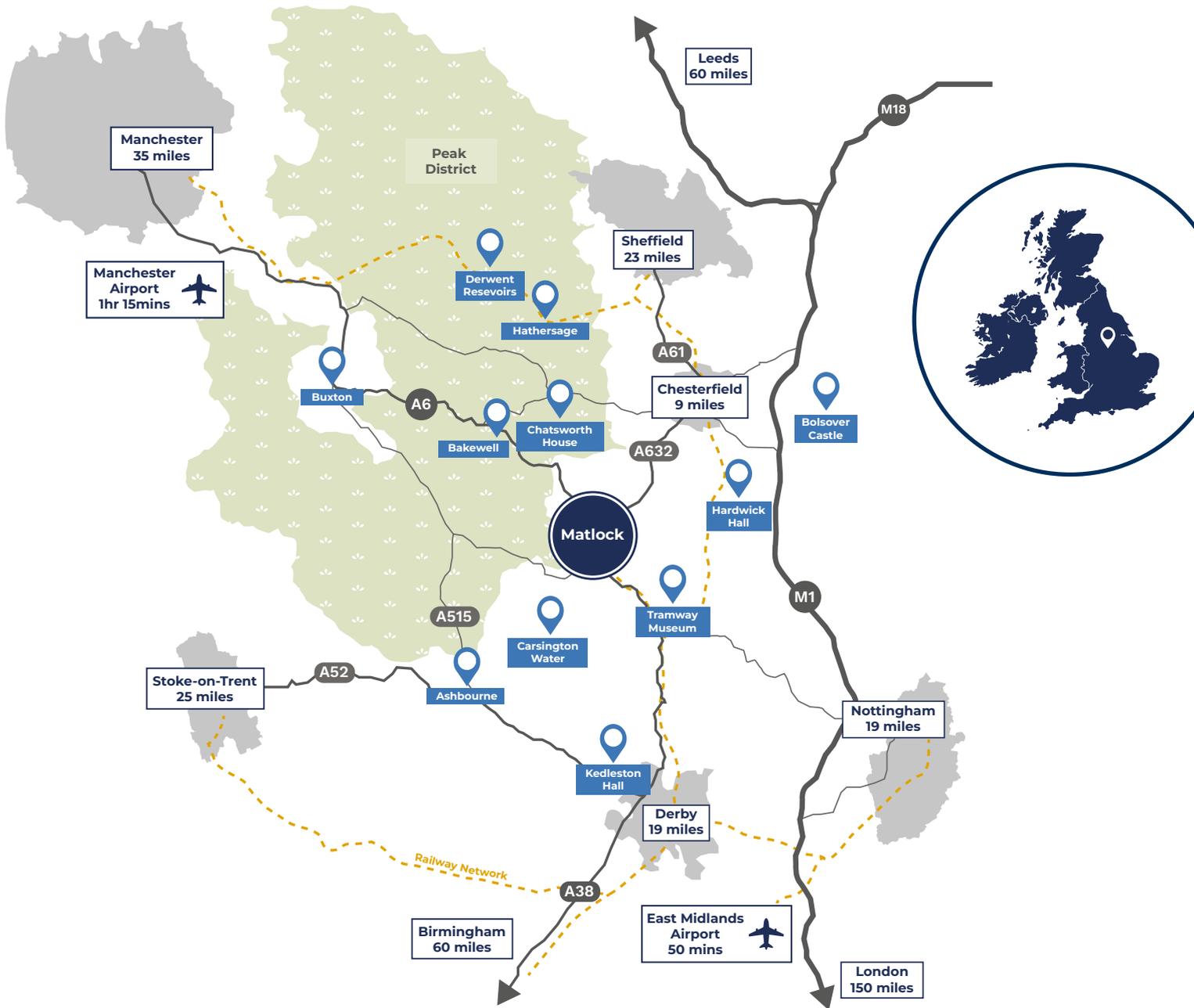
Matlock was developed as a spa town following the initial discovery of thermal springs in nearby Matlock Bath in 1698. The town of Matlock prospered from the hydrotherapy industry - at one stage, around twenty hydropathic hotels were located in the vicinity of County Hall.

The area is now a popular tourist and holiday destination. The Peak District & Derbyshire's tourism industry generates £1.9 billion for the local economy, supporting 31,000 jobs and attracting 35 million visitors annually – see 2021 STEAM Report.

Matlock is the county town of Derbyshire, and the largest town in Derbyshire Dales with a population of almost 12,500. While located on the edge of the Peak District National Park, Matlock is also located centrally between a number of regional cities and towns, all within a commutable distance.



# Location



Matlock is an attractive and popular place to live. The average house price of £334,452 is some 41% higher than that of Derby and 48% higher than average house prices in Chesterfield.

Matlock lies on the A6 linking the town directly with Manchester and Stockport to the north-west and Derby to the south-east, alongside numerous towns and villages in the Peak District, including Bakewell and Buxton. Junction 28 of the M1 motorway is located 10 miles east, providing good access to cities to the north and south of England.

Matlock railway station is located in the centre of the town, providing direct access to Derby and direct connections to London.

## Key surrounding attractions include:

- Matlock Bath (1 mi)
- Bakewell (7.5 mi)
- Ashbourne (11.2 mi)
- Chatsworth House (6.7 mi)
- Buxton (17.3 mi)
- Hathersage (14 mi)
- Derwent Reservoirs (25 mi)
- Carsington Water (6.3 mi)
- Bolsover Castle (16 mi)
- Hardwick Hall (16 mi)
- Kedleston Hall (15 mi)
- National Tramway Museum (6.8 mi)





## The Business Case for County Hall Re-Purposing

Derbyshire County Council has occupied the imposing landmark of County Hall in Matlock since the late 1950s. With hybrid working here to stay in some form, it became clear that a new purpose was needed for the buildings and the site that didn't simply sustain, but enhanced the impact on the town and beyond.

In 2022, the council commissioned a Strategic Outline Business Case (SOBC) to identify the optimum future for the County Hall estate.

The pandemic and the introduction of hybrid working also brought into sharp focus the enormity of the estate in relation to the business needs of the council.

Following the identification and appraisal of a range of options, the SOBC was presented to the council's cabinet with a recommendation that a short list be taken forward for further evaluation. The assessment of options was undertaken in light of the wider public sector estate in Matlock to ensure a coherent approach to economic development and the delivery of public services.

Central to the SOBC was the principle of retaining and investing in the listed buildings to support new or additional purposes, and delivering a major economic impact on the town. A mixed-use scheme was felt to be the most appropriate combining hotel, conference/events, residential conversion, and co-working space for the small business and creative sectors. The council has also committed to retaining a presence on site, potentially in a new, low carbon flexible building coupled with the ongoing use of refurbished space.

Cabinet accepted all recommendations from the consultancy team, and it was re-appointed to prepare an Outline Business Case (OBC).

The OBC, now in progress, requires assumption to be tested and the short-listed options to be appraised in more detail. Engagement with the market is critical to inform the OBC and to ensure that the opportunity presented to be presented to the market will be deliverable, viable, and appropriate to the unique setting.

# The Property

The Grade II listed Matlock County Hall is in reality a complex of buildings extending to approximately 22,400 m<sup>2</sup> of Gross Internal Area. It is on the north side of Matlock, on higher ground and only 450 metres from the town centre.

The complex includes the original purpose-built Smedley's Hydropathic Establishment, which first accommodated guests in 1853. The earliest section built by Smedley includes a main frontage of eleven bays with sash windows. The majority of the former clinic was added after Smedley's death in 1874 including the entrance hall and staircase in 1881. A further eastern extension was added in 1886 which includes the tower with its square mansard roof, alongside additional extensions dating from the late 1800s.

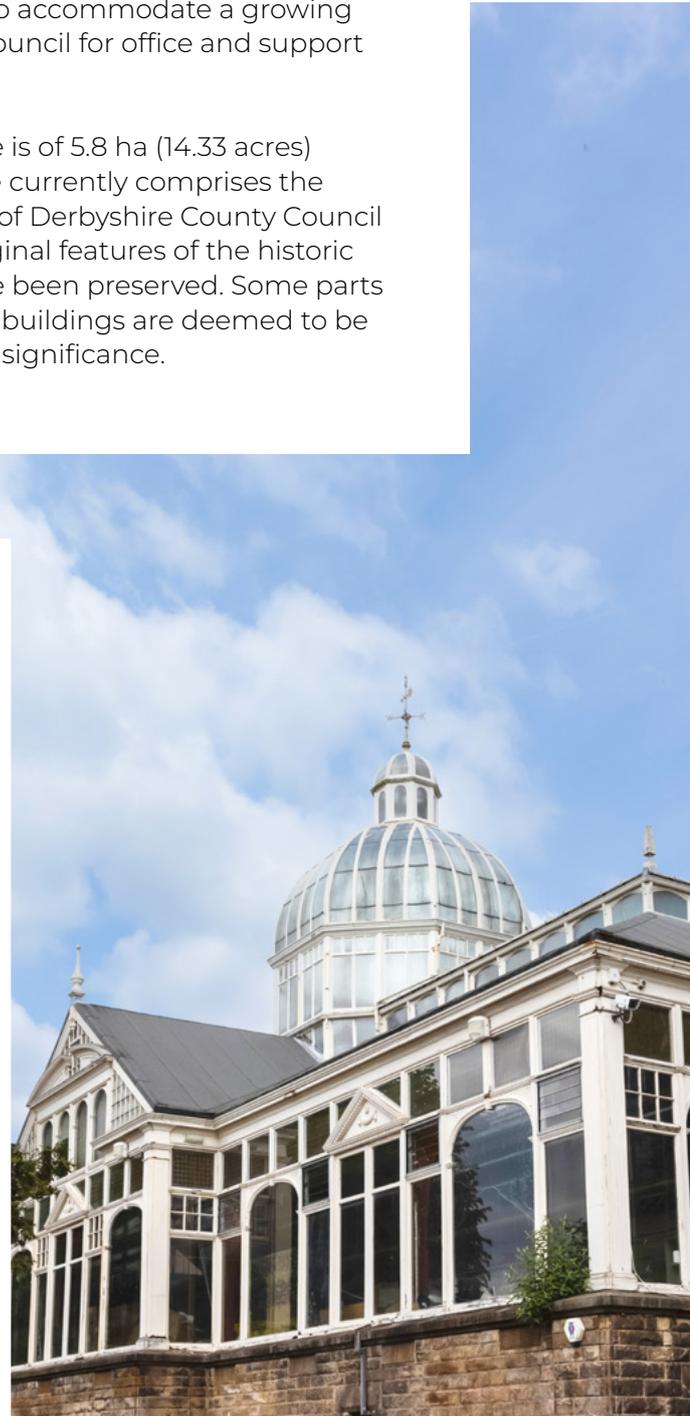
The domed glass Winter Gardens housed a ballroom and a northern block was added in 1901 providing additional 'guest' rooms

and retail units at ground floor level. Two unusual two-storey bridges over Smedley Street link the north block to what was the core facility of the former clinic.

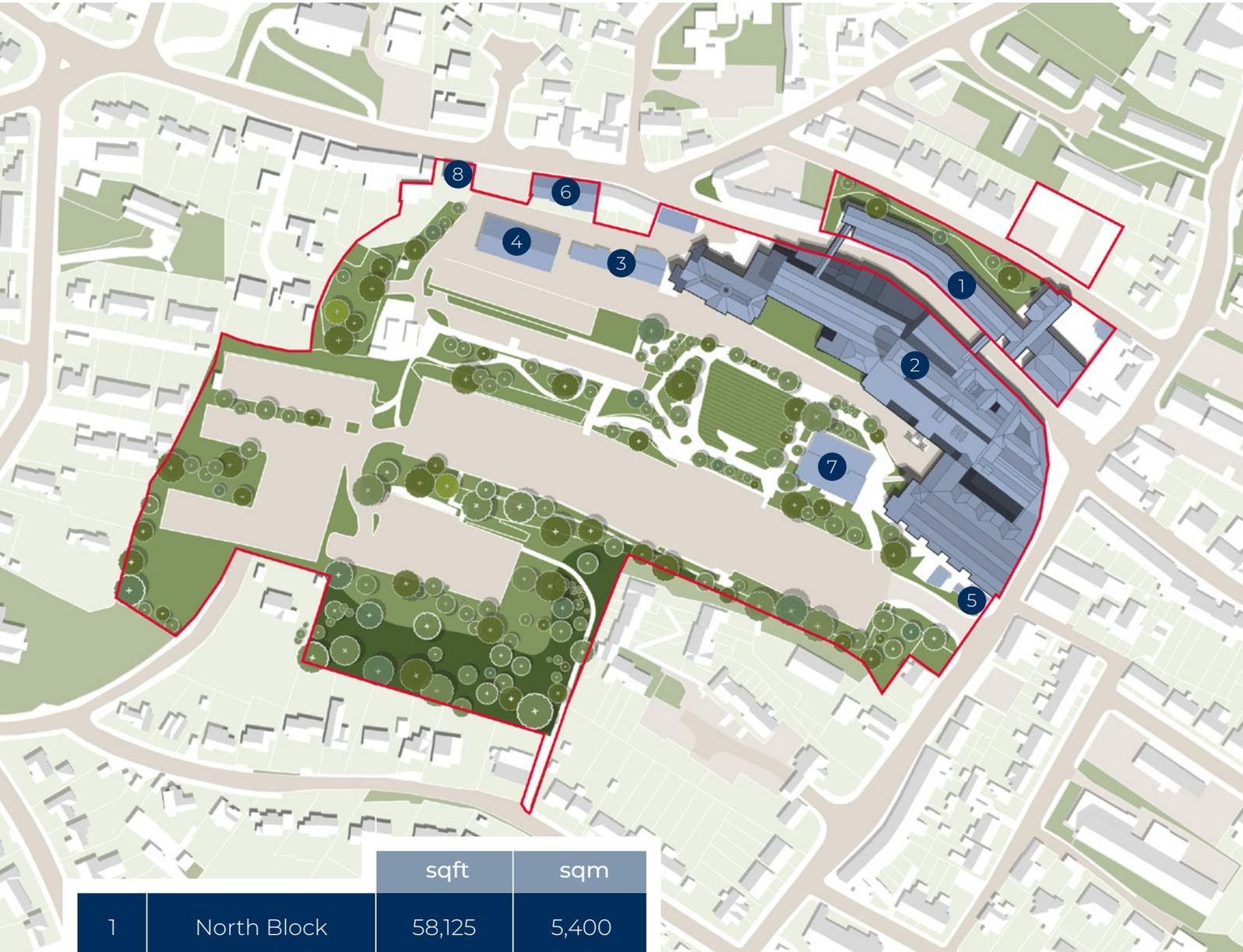
At its peak, the original hotel provided more than 250 bedrooms attracting users from the UK and beyond.

Various buildings have been acquired on the periphery of the site in more recent years, and new buildings have been constructed, to accommodate a growing need by the council for office and support space.

The overall site is of 5.8 ha (14.33 acres) and the estate currently comprises the headquarters of Derbyshire County Council and many original features of the historic buildings have been preserved. Some parts of the original buildings are deemed to be of less historic significance.



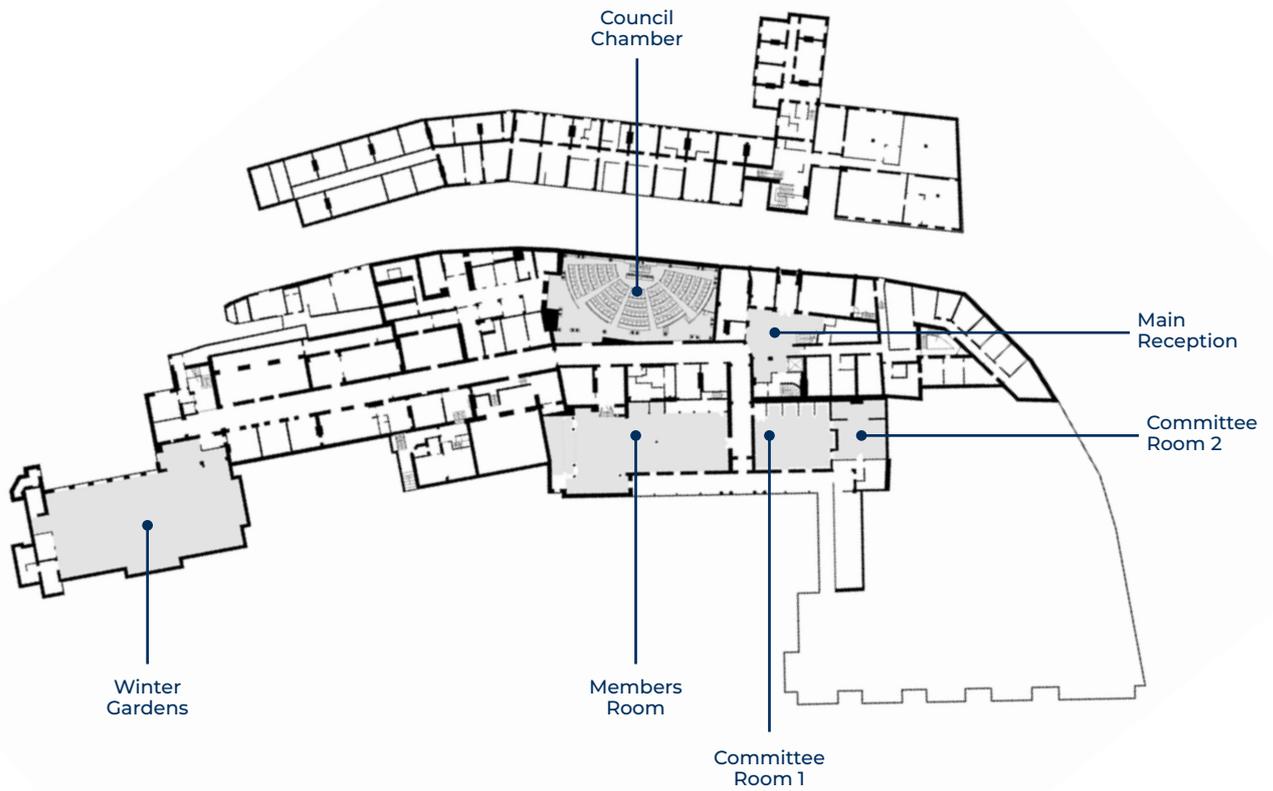
# Site Plan



		sqft	sqm
1	North Block	58,125	5,400
2	South Block	180,295	16,750
3	Stables	5,543	515
4	Business Centre	9,935	923
5	Lodge	4,855	451
6	Co-op Building	9,182	853
7	Former Gym	5,264	489
8	Audit Building	2,336	217
<b>TOTAL</b>		<b>275,535</b>	<b>25,598</b>

Annex A includes a collection of photographs highlighting key features of the main buildings, internally and externally, and the unique landscaped setting and positioning of the site.

# Ground Floor Plan



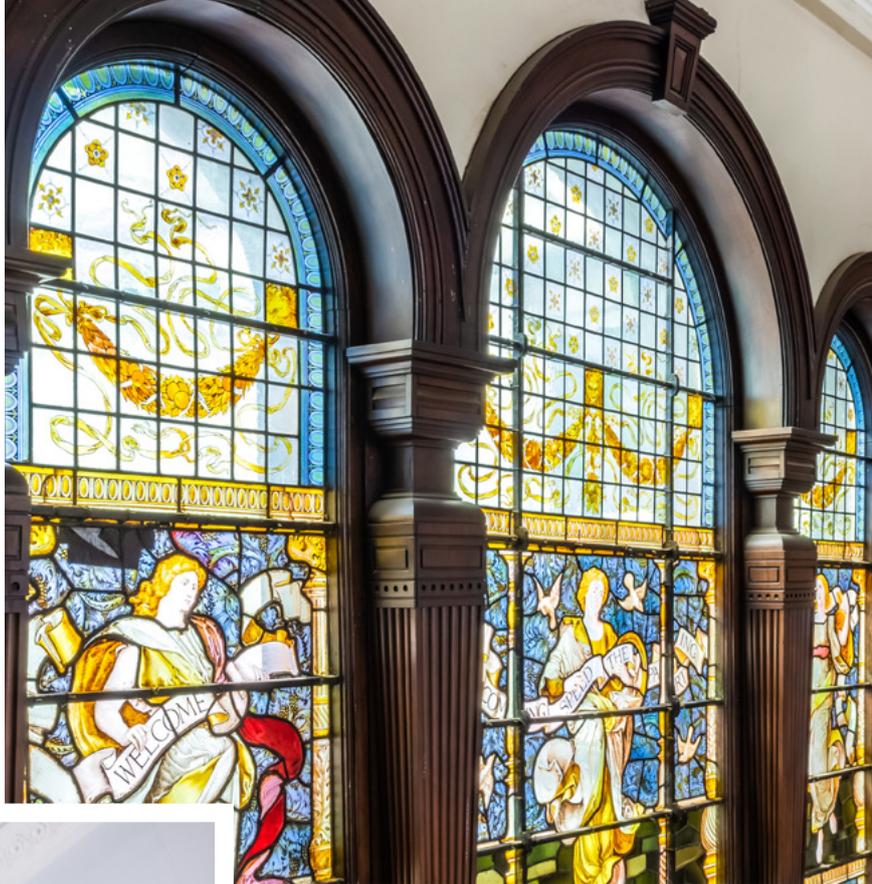
# First Floor Plan



# Planning & Heritage Context

A conservation strategy was recently commissioned by the council to help in setting a framework for the next chapter in the life of the estate. It was prepared by HLM Architects following liaison with conservation representatives at Derbyshire Dales District Council.

The document highlights the degrees of significance of each room across all listed buildings on site.



The current adopted Local Plan indicates that the local planning authority will:

- Promote the sustainable growth of Matlock
- Encourage the growth of sustainable tourism in Matlock – “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”
- Support growth by improving the provision of local leisure and cultural facilities
- Encourage the growth of small-scale, start-up businesses
- Support provision of new hotel accommodation
- Encourage provision of new and enhanced visitor and cultural attractions
- Encourage redevelopment of sites if not fully utilised or unsuited to modern employment requirements.

It should also be noted that there is a current shortfall in the projected supply of housing to meet local demand.



# Opportunities

The council will support new and improved integration between County Hall and the town centre, which is about 10 minutes walk down the hill – there was previously a tram link to the site.

The potential uses are varied and complementary and will make County Hall a destination for the local community, businesses and visitors to the town. Uses that would be welcomed include:

- Leisure and hospitality (hotel, conference facilities, venue hire, restaurant and bar)
- Community uses
- Residential (private sale, retirement, private rented sector, holiday accommodation)
- Offices, co-working space and studios for the creative sector.

The council wishes to retain a presence on the site to provide modern, low energy office accommodation of up to 6000 sqm NIA.

In addition, it would require the use of suitable spaces (such as a re-purposed Council

Chambers) for regular and ad hoc meetings on a commercial basis.

An indicative masterplan has been drawn up by HLM Architects to represent one potential option for the future of the mixed use of the estate and is reproduced below. It is not prescriptive and alternatives proposals are encouraged and welcomed.

Opportunities are not restricted to the imaginative re-use of the principal listed buildings – there are felt to be redevelopment and re-purposing opportunities across the wider site, given its scale, and unique landscape setting overlooking the Derwent Valley.

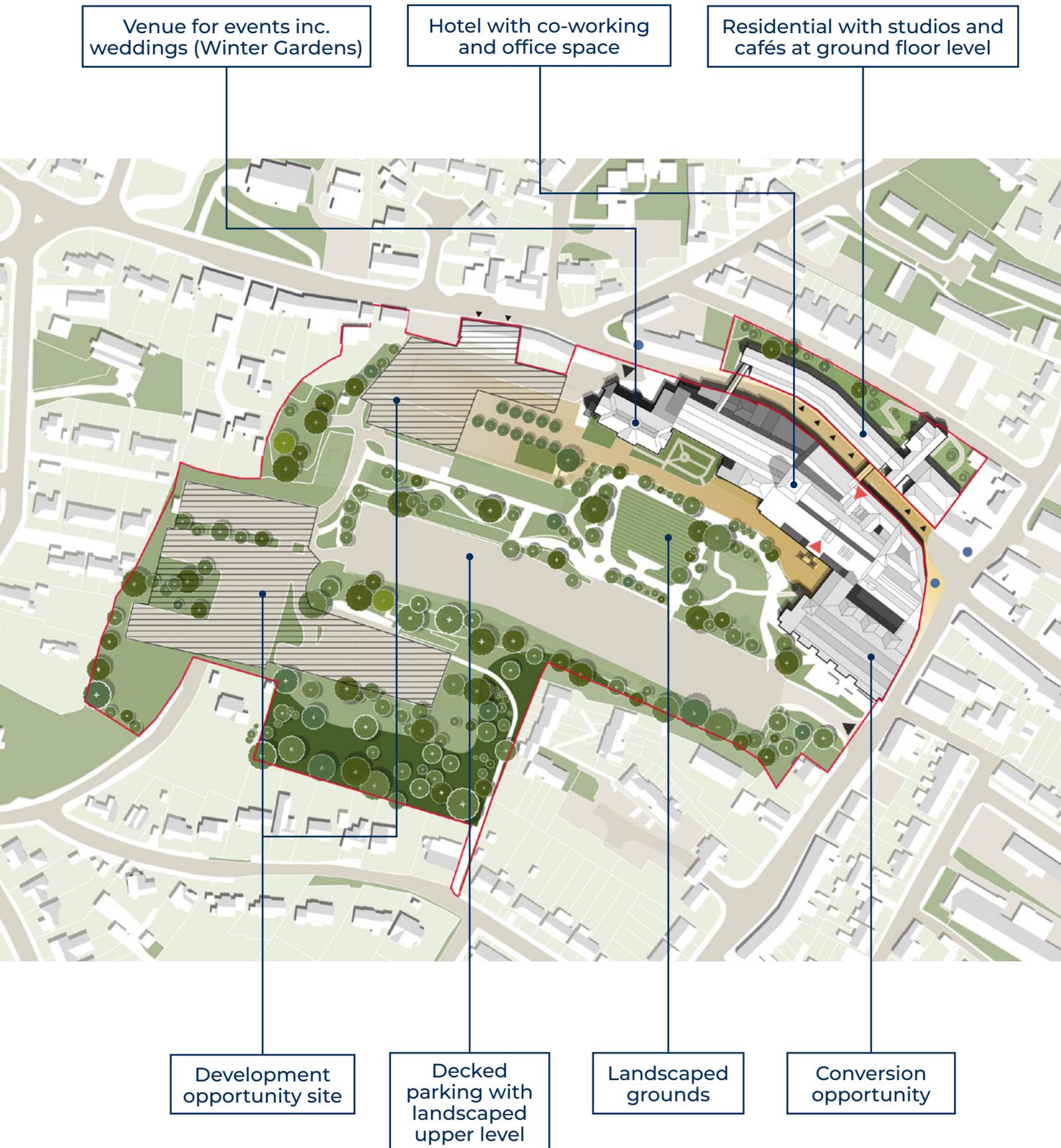
To help Smedley Street become a bustling destination that complements the town centre, we think it could support markets, pop-up stores and occasional events – for example on Sundays during the summer months. A multi-purpose surface will allow continued use by traffic along with programmed priority being given to pedestrians and cyclists to support those discreet events.



Potential co-working space



# A Potential Vision



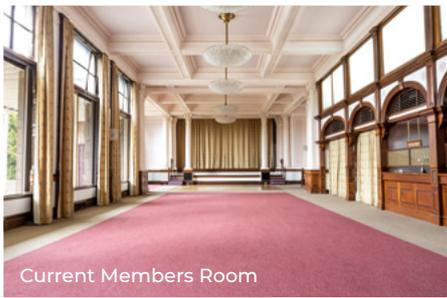
# A Potential Vision



Winter Gardens potential as a wedding venue



The original Winter Gardens

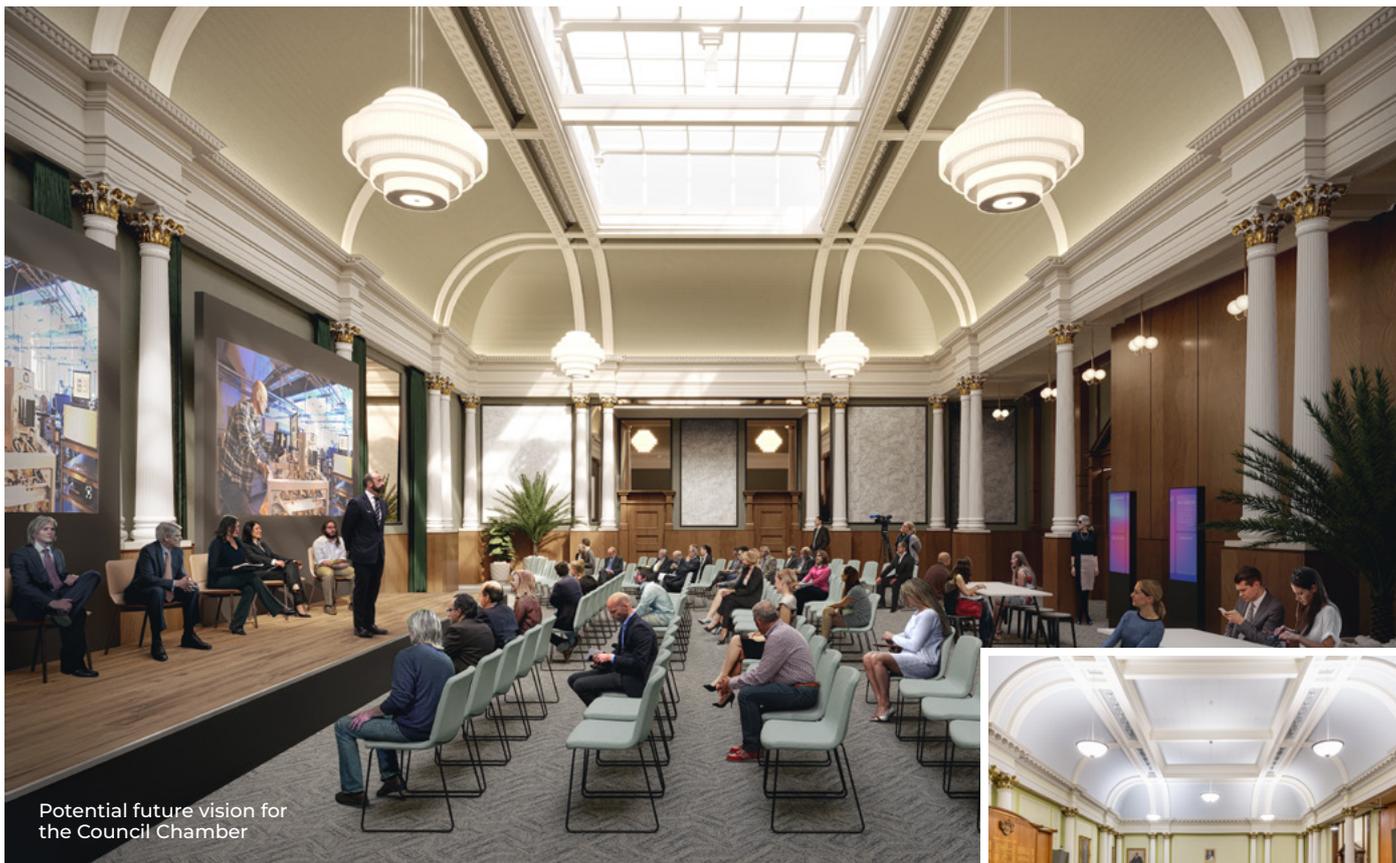


Current Members Room



Potential future vision for Members Room

# A Potential Vision



Potential future vision for the Council Chamber



Current Council Chamber

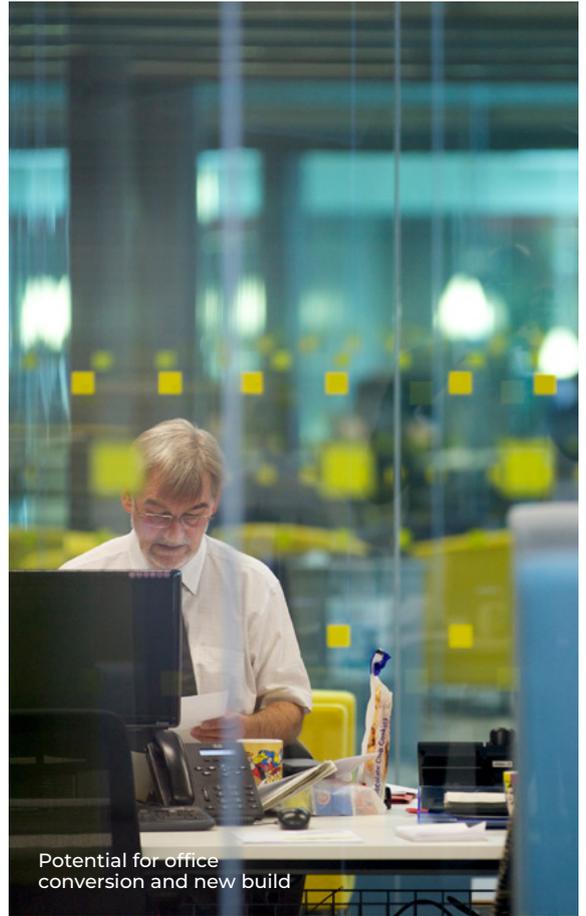


Potential future vision for a hotel bedroom

# A Potential Vision



Potential future vision for the co-working space



Potential for office conversion and new build

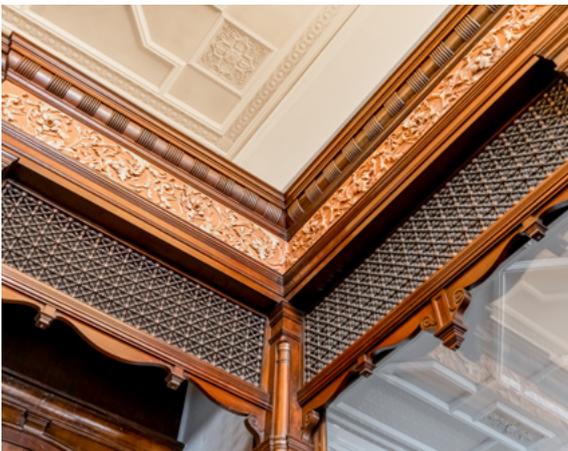


Potential for residential conversion and new build

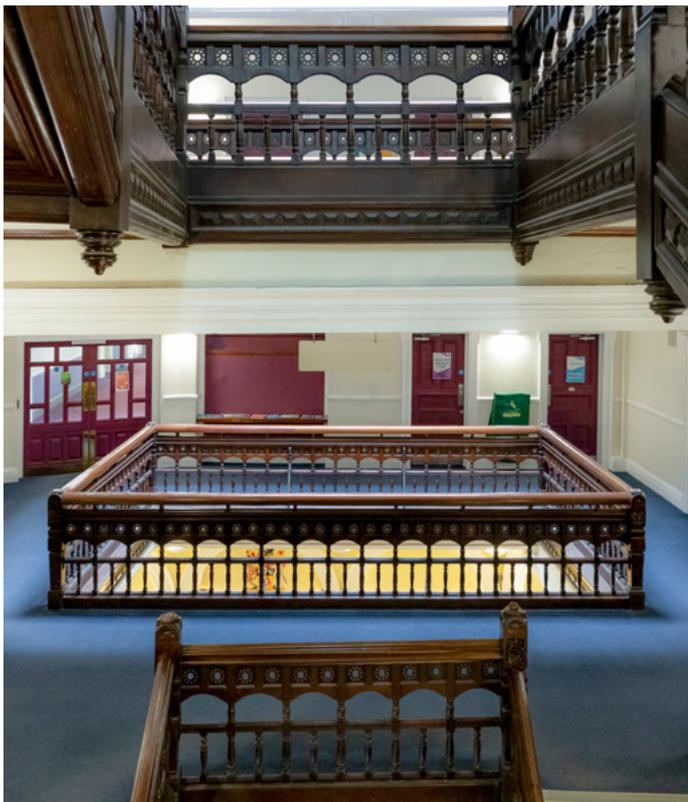


Potential for spa facilities

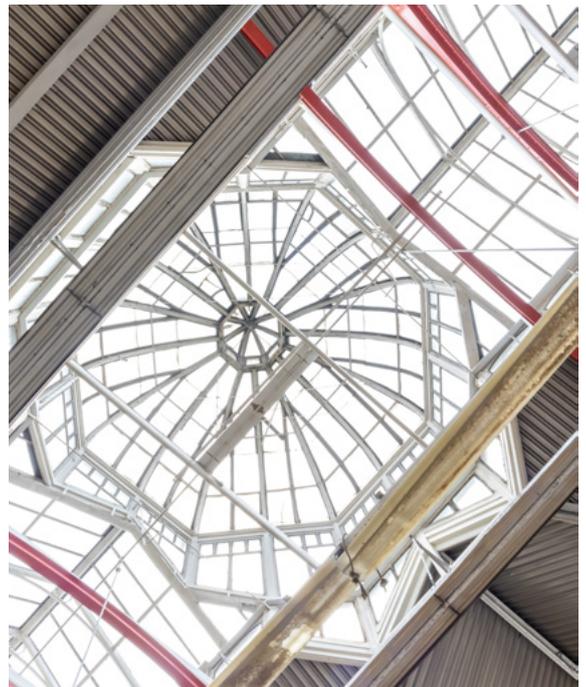
# Architectural Details



# Circulation spaces



# Key Spaces



# Externals



# Viewings & Further Information

On site viewings are by arrangement with BNP Paribas Real Estate – see contacts below. Additional information is available on request comprising;

- Conservation Strategy
- Floor plans
- Drone footage and photography of the estate
- STEAM Report 2021 (Derbyshire Dales tourism data)

Interested parties may also wish to follow the links below to access background statistics and benchmarks relating to the hospitality opportunity:

- The Global Hotel Industry Standard for Improving Performance and Measuring Success  
<https://str.com/>
- Intelligent Hotel Market Analysis and Benchmarking  
<https://www.hotstats.com/>

Interested parties are invited to complete the accompanying questionnaire as part of this market engagement and return to the team at BNP Paribas Real Estate by 21st July 2023.

Progression to full marketing and procurement is estimated to commence in early 2024.

We also welcome meetings (online or virtual) with interested parties if this would be of assistance.

## Principal contacts



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## Additional contacts



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